

Please sponsor me in the 2017 Challenge Ride!

Subject: Please sponsor me in the 2017 Challenge Ride!
From: "Edwin Guerra" <message@e2rm.com>
Date: 10/20/2016 07:15 PM
To: Lisa@mediadistrict.org



Lisa,

Below is the information for the charity ride I was telling you about. Let me know if you have questions.

On May 10, 2017, I will join the Police Unity Tour-Challenge Ride, consisting of nearly 400 law enforcement officers representing police agencies from throughout the United States. The agencies are represented by California law enforcement officers from the Los Angeles County Sheriff's Department, San Bernardino County Sheriffs, Ventura, La Habra, Long Beach, Burbank, Los Angeles, and West Covina. The Challenge Ride also consists of law enforcement officers from the States of Oregon, Colorado, New Jersey, New York, Illinois, Connecticut, Utah, Missouri, New Mexico, Georgia, and Michigan.

We will depart from Somerset, New Jersey and travel through Philadelphia, Delaware, Baltimore, and ultimately into Washington DC.

On May 12, 2017, we will join nearly 2300 law enforcement officers from throughout the country who will bicycle along varying routes, each nearly 300 miles, to the National Law Enforcement Officers Memorial in Washington DC.

On May 13th, we will join over 50,000 people at National Law Enforcement Memorial Candlelight Vigil. During the ceremony, the names of every officer who died in the line of duty during 2016 will be read and his/her name officially added to the Memorial, which already contains over 20,758 fallen heroes.

The primary purpose of the Police Unity Tour is to raise awareness about the police officers that have died in the line of duty. Our motto is, "We Ride For Those Who Died." The secondary purpose is to raise funds for the National Law Enforcement Officers Memorial Fund. Since its inception in 1997, the Police Unity Tour has raised over \$20 million to support the Memorial. It is because of your incredible level of support and financial contributions that I will be able to participate in the 2017 Police Unity Tour and ensure that the heroes who made the ultimate sacrifice are not forgotten.

I am seeking your financial support in order to allow me to ride in this incredibly worthwhile event. Each rider must raise approximately \$2500 in order to participate in the Tour. The first \$1850 is paid to the Police Unity Tour. This money includes a \$1000 donation to the National Law Enforcement Officers Memorial Fund and \$850 to cover support services, ground transportation, overnight lodging, and food while we ride. Donations to the Police Unity Tour are tax deductible (Tax ID# [22-3530541](#)). If you are not concerned about the tax deduction, you may write a check directly to me, which will be applied to the cost of airfare and other expenses that I am responsible for. Any donated monies in excess of what is used for airfare and expenses will be donated to the Police Unity Tour.

You can make a secure online donation to our cause here:
<https://secure.e2rm.com/registant/FundraisingPage.aspx?registrationID=3539242&langPref=en-CA>

Checks should be made payable to Police Unity Tour. It would be helpful if your donation is received by February 15, 2017.

Thank you so very much for your consideration in supporting the Police Unity Tour. If you have any questions, please give me a call or email me.

Sincerely,

Please sponsor me in the 2017 Challenge Ride!

